RANCHO REATA PARCEL A Project Narrative

Case # 682-PA-2004

OVERVIEW

Rancho Reata is an approximately twenty five (25) net acre mixed-use development to be located at the northeast corner of Alma School and Jomax Roads (the "Property") in the northern portion of the City of Scottsdale ("Scottsdale"). The Property, formerly known as the "Cookshack" parcel, was zoned in 1984 to Planned Community Center, Hillside District (now referred to as "PCC ESL"). An amendment to the 1984 zoning stipulations was approved in 2004. Parcel A is a 1.86 acre parcel located at the southeast corner of the Property adjacent to the Reata Pass Wash.

REQUEST

This request is for Development Review Board approval of the site plan, building elevations, and the landscape plans for Parcel A.

CONTEXT

The Property is surrounded by resort, master planned communities and residential land uses. The area surrounding the Property includes a mix of zoning categories (PCC, C-2, R1-18, R1-35, R1-43, R1-190 and OS) and land use designations (commercial, suburban neighborhood and rural neighborhood). The development in the area includes the master planned communities of Estancia, Troon Village and Desert Highlands. Additionally, commercial and residential uses are proposed for the remainder of the Property.

ZONING DISTRICT

The PCC zoning district has the following stated purpose in the City Zoning Ordinance:

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The purpose of the planned community center district is to provide for a larger variety of goods than is normally found in a typical neighborhood shopping center. It is further intended to provide for a group of shoppers' goods, personal, professional, repair, business and financial services. It is also intended to promote a more economical and efficient use of the land by permitting residential uses to allow a balance of day and nighttime activity.

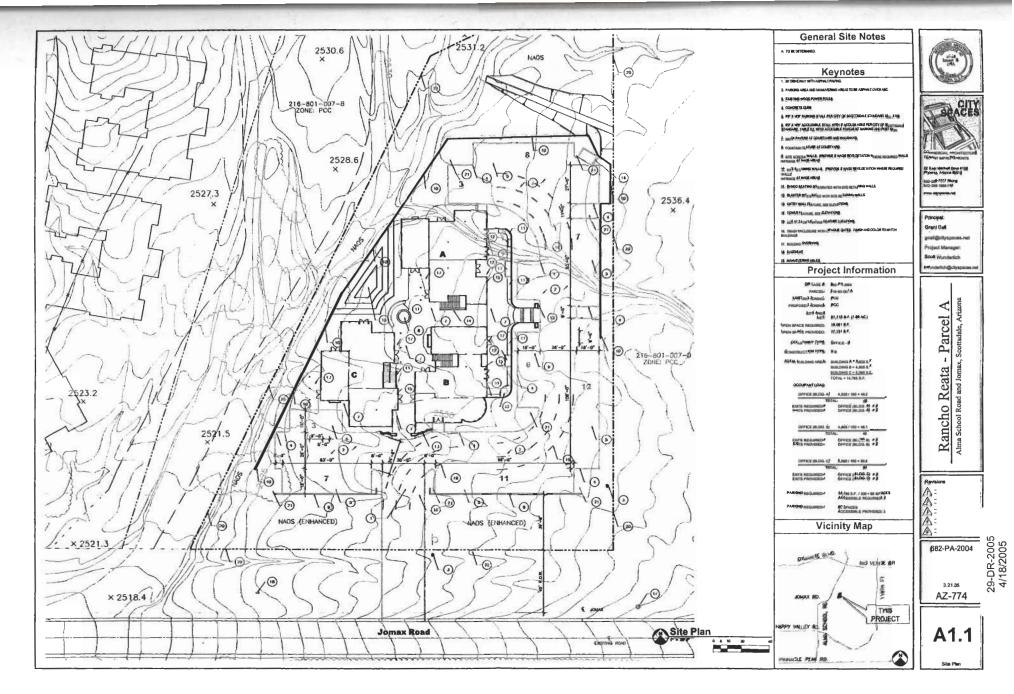
The PCC zoning district promotes development with a mixture of uses, including retail, office and residential, to allow for development of a "live, work and play" environment.

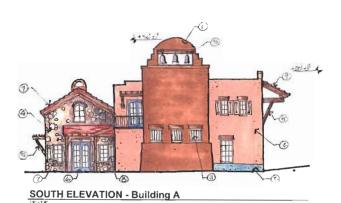
As a result of the 2004 zoning stipulation amendment, additional limitations were placed on Parcel A. Specifically, the building height is limited to twenty four (24) feet, the minimum building setbacks along the southern and eastern property boundaries were increased and the use was limited to commercial.

DEVELOPMENT PLAN

Parcel A will be developed with three 5,000 square foot buildings oriented towards a courtyard which takes advantage of the natural beauty of the Reata Pass Wash running through the Property. The thematic character and architectural style for Parcel A will compliment Scottsdale's historic western heritage by showcasing southwestern building themes utilizing a combination of pueblo, territorial and western ranch architectural features and materials. In addition, the architecture of the buildings on Parcel A will incorporate a small village planning pattern designed to depict structures built over time. The development will contain three (3) individual buildings each having a unique foot print and elevation. The buildings will be integrated by the use of architectural elements, landscape, and pedestrian and vehicular circulation.

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Keynotes

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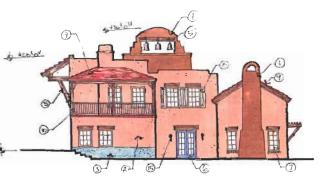
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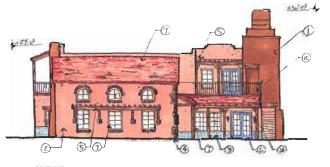
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NORTH ELEVATION - Building A



WEST ELEVATION - Building A

EAST ELEVATION - Building A

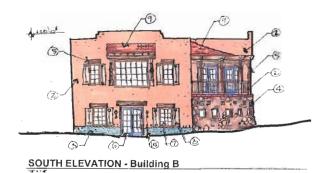
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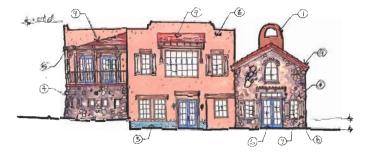
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EAST ELEVATION - Building B



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Project Manager: Scott Wunderlich swunderlich@ctyspico

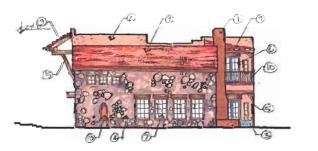
Rancho Reata - Parcel A

Revisions

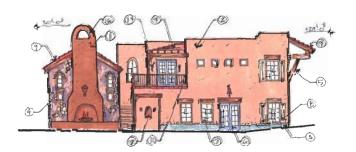
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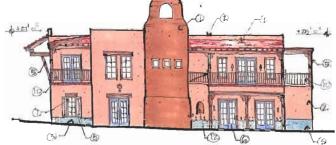
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NORTH ELEVATION - Building B



WEST ELEVATION - Building B



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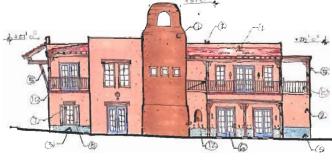
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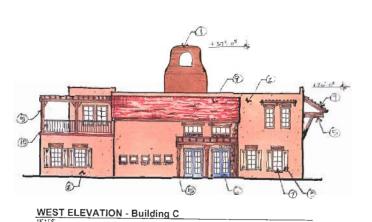
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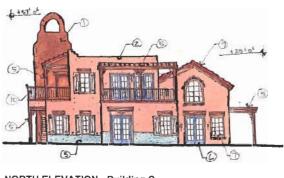
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EAST ELEVATION - Building C



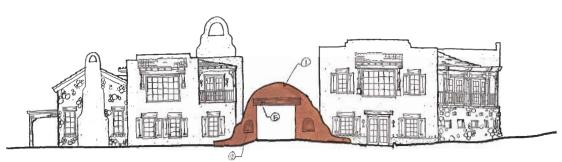


NORTH ELEVATION - Building C

SOUTH ELEVATION - Building C

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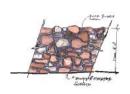
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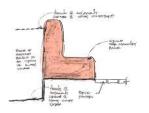


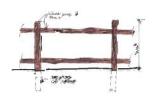
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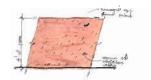


ELEVATION AT EAST ENTRY











Rock Wall Elevation

Bench Elevation

Split Rail Fence

Stucco Wall Elevation

Slump/Stucco Wall Elevation

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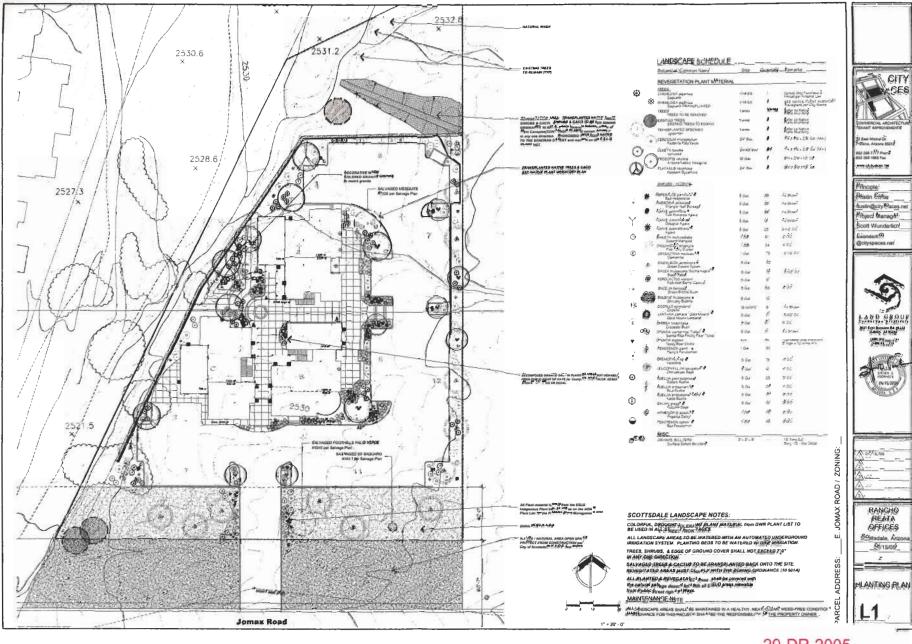
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